

CENTRAL HOLLYWOOD COALITION
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES
September 11, 2007
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
George Abou-Daoud, Bowery
Steve Auer, Sunset Gower Studios
Shake Bakalyan, Wells Fargo Bank
Susan Durante, Los Angeles Film School
Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Darcy Judd, Robertson Properties Group
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

Richard Inouye, Tribune
Craig Donahue, The Donahue Group
Nick Salamone, Off Vine Restaurant

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joe Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting

Guests

None Present

1. Call to Order

The meeting was called to order by President Dirk Degraeve at 4:05 P.M. The agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All Appendices referenced in these minutes are attached to the Official Minutes in the HPOA Office.

2. Public Comment

None

3. Approval of Board Minutes

It was Moved by Duke Gallagher, Seconded by Susan Durante and CARRIED to Approve the minutes from August 14, 2007. The Motion was Unanimously Approved. (The Minutes are attached as Appendix C).

4. Treasurer's Report

Duke Gallagher reviewed the report dated August 31, 2007. Sarah MacPherson reported that pressure washing in the BID had started and that the group would receive a bill for the services at the end of September. Gallagher noted that he had already set aside funds for the washing and that he had delegated an amount in October for the group to potentially purchase a security camera for the area. Gallagher also reported that currently there is a 0.1% delinquency rate in the BID. Morrison suggested that the Security and Streetscape Committee heads along with Gallagher and Degraeve get together prior to the next board meeting to discuss projected expenditures and the Budget for 2008 year. The BID budget for 2008 must be submitted to the city in December.

It was Moved by Ryan Harter, Seconded by Susan Durante and CARRIED to Approve the Treasurer's Report for August 31, 2007. The Motion was Unanimously Approved. (The Treasurer's Report is attached as Appendix D).

5. Committee Reports

A. Streetscape Committee

1. Ryan Harter informed the board that the Streetscape Committee had met with the CRA to discuss the CRA's Urban Design Plan for Sunset Boulevard. Harter informed the board that the CRA will be looking to get input and suggestions for the plan from the Board and the committee. The plan will cover the civic center area and Sunset Blvd. from La Brea to the 101 Freeway. George Abou-Daoud informed the group that the plan could potentially add sidewalk parkways along the Boulevard. The group discussed the benefits and drawbacks regarding a "parkway" concept for a buffer along Sunset Boulevard. The plan will be further discussed at the next Streetscape Committee meeting which will be October 2, 2007.

Harter also noted that the group had order 19 trash receptacles that will be put in place throughout the district. Gerding Edlen has also agreed to temporarily store the Clean Street Dumpsters for the Sunset and Vine BID in exchange for

graffiti removal on their property. Father Michael Mandala was acknowledged for allowing storage on the Blessed Sacrament parking lot up until this time.

B. Security Committee

1. Joe Mariani performed a live presentation of the SFW Accendo software. Mariani informed the board of the many features and capabilities the software contained and how they would benefit both the BID Staff and Security in the future.

2. Morrison reported to the board on the Get Love feeding program that has been occurring for the last three months on Ivar, just north of Selma. The group would be meeting with members of both BID's Security Committees at the Joint Security Meeting Thursday, September 13, 2007. Members of the board were invited to attend to give their thoughts on finding a possible solution or alternate location for the program. Morrison also noted that she had spoke with Rudy Salinas from PATH and that the HERO program would be up and running in the very near future. Morrison stated that the staff was waiting to confirm a phone number for the program, and once received would share it with the Board and community members.

6. New Business

A. Marketing and Communications Activities

1. The board was shown a proposal for the Sunset and Vine BID Website. Katie Zandona explained the details of the proposal to the board and noted that the site would cost anywhere from \$3,000 - \$5,000 to design, with a \$300 a month cost for maintenance. Zandona noted that the site would be set up in way that material and content could be easily loaded on to the site by the HPOA staff. If the proposal was approved, Zandona informed the Board that the homepage of the website could be finished by November 2007, with the entire site being completed by the end of the year. Fred Rosenthal expressed his concerns about having a maintenance contract for a year and wanted to see if the time of the contract could be reduced to have a "trial period" to see if the maintenance was needed long term. Rosenthal also mentioned that he wanted to make sure that the BID maintained the rights and ownership to the content on the site. Zandona ensured the Board that the contract would depict that the material on the site was owned by the Sunset and Vine BID, in the event the Board would have to move the site to another host.

It was Moved by Duke Gallagher, Seconded by Carol Massie, and CARRIED to Approve that the board would spend up to \$5,000 to have a Sunset and Vine BID webpage developed that would include a maintenance contract for a six Month period at \$300 a month and that the content on the site would remain the property of the Sunset and Vine BID. The Motion was Approved by 10 members, one Abstention (Fred Rosenthal).

2. Zandona distributed to the board a Pole Banner Proposal. The proposal listed a variety of setups from Single Unit to Double Unit Banners on

either 100 poles or 150 poles in the BID. The Board questioned why there was a substantial price jump if the banners were sponsored. Zandona explained that permit application fees are increased when the banners feature advertisers. Morrison noted that in the future, if advertisers wished to be featured on the banners, the staff could look into the option for the next set of banners since the permits for the areas would have to be secured within the next two weeks. The Board felt that plan 2 would be the best option since it would allow for pole banners along Sunset, Vine, Cahuenga, Argyle, Gower and Van Ness which would allow for a greater presence in the area as opposed to Plan 1 which would only feature banners along Sunset and Vine.

It was Moved by Susan Durante, Seconded by Darcy Judd and CARRIED to Approve the purchase of 150 Single-Unit Pole Banners (without sponsors) to be placed in the Plan 2 format (Sunset, Vine, Cahuenga, Argyle, Gower, and Van Ness) for a cost of \$18,160. The Motion was Approved Unanimously.

3. The board was shown a new layout format for the Sunset and Vine Bid Newz that would be featured on the next newsletter. Zandona asked that any comments be emailed to her at Katie@hollywoodbid.org.

7. Report from Kerry Morrison

A. Report from Community Meetings Impacting Stakeholders:

1. Morrison reported to the Board that she has been attending the Council District's Parking Strategies Meeting and Street Closure Advisory Committee Meeting, as well as the Construction Impact Meeting (east end of District) and the CPAB Homeless Subcommittee meeting/YIMBY Committee meetings on behalf of the Hollywood Entertainment District and Sunset and Vine Business Improvement District. Morrison informed the Board that the BIDs are having a voice at these meetings, and that she would be including information on developments that result from these meetings in the next Bid Newz.

B. Prop 218:

2. Morrison discussed with the board the situation regarding Prop 218 and explained how some BIDs (including the Hollywood Entertainment District) had lost money on their 2008 assessments due to the fact that under 218, BIDs are not allowed to assess new square footage. Morrison explained how this could create a "free rider" problem within the BID, especially in situations where new construction will add new potentially assessable square footage to a BID. This is a situation of great consequence to both the H.E.D. and the SVBID because of the new construction boon that is underway. Morrison informed the board that the HPOA has sought a legal opinion from attorney John Lambeth, for the H.E.D. renewal plan, and would keep the board updated on the progress of the situation.

8. Consultant's Report

A. Bylaws Committee

1. Don Duckworth reminded the board that the Bylaw committee would be meeting on September 18, 2007. The Bylaws will be brought before the board at the October meeting for their review and approval.

9. Next Meeting

The next meeting is scheduled for October 9, 2007 beginning at 4:00 P.M. at the L.A. Film School, located at 6353 Sunset Boulevard, Hollywood, CA. 90028.

10. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 6:11 P.M.